

## PROFILE

A graduate from San Diego State University with B.A. Degree in Multimedia, I excel in utilizing a creative mindset and exercising strong problem solving skills. My proficiency, education and wide range of experience in the fields of design and marketing paired with a comprehensive knowledge of the Adobe Suite and associated applications allows me to create in a variety of styles and guide other creatives in the production of successful expression, creative campaigns and aesthetic output. I pride myself in an unwavering work ethic and willingness to put in the extra effort. Through my years of work experience, role in leadership positions and experience in graphic design, I have cultivated well balanced interpersonal skills.

## •EXPERIENCE

### LEAD GRAPHIC DESIGNER — ON LOCATION

**AUGUST 2022 - PRESENT**

- Lead Graphic Designer for Golf, Tennis & Motorsports divisions.
- Comprehensive knowledge of Adobe Suite.
- Production of online and printed marketing materials utilizing Photoshop for image composites and editing, InDesign for building proposal and sales decks and Illustrator for small to large scale on-site materials including billboards, harmony stands, event credentials, pamphlets and more.
- Official creative design creation for affiliate programs and partners including NY Fashion Week, Coachella Music Festival, NFL, NASCAR, PGA, NCAA and WWE including motion graphics production utilizing Adobe Premiere Pro and/or After Effects.

### LEAD GRAPHIC ARTIST & DESIGNER — ADTN DESIGN TEAM

**MARCH 2021 - AUGUST 2022**

- Lead graphic artist for Hang Ten Surf Apparel Kids & Teens, Spring & Fall 2022/2023 boys & girls lines.
- Digital art production for a wide range of brands ranging from Men's Apparel to Kids & Teens clothing.
- Adobe Illustrator based vector art, typography design, textile and engineered print repeats.
- Meticulously composed screen print call out sheets, CAD and tech pack development.
- Manage brand assets for apparel lines purchased/distributed with JCPenney, Bloomingdales and more.

### CREATIVE DIRECTOR — BREEZE CREATIVE AUDIO & VISUAL

**JANUARY - MARCH 2021**

- Independent Graphic Design with clients including NWSL (National Women's Soccer League), Music Box (750 cap venue in San Diego, CA), Same Same But Different Music Festival and many more.
- Photography direction and coordination with multiple photographers on-site or virtually.
- Budget allocation and maintenance, coordination with accounting team, hire and manage freelancers.

### ADMINISTRATIVE ASSISTANT/RUNNER — RECORD PLANT STUDIOS

**NOVEMBER 2019 - JANUARY 2021**

- Responsible for handling studio bookings with major label artists and production/writing teams.
- Prepare studio Live and Control rooms for artist specific requirements ranging from hospitality requests to audio recording/mixing equipment and instrument patching and preparation.
- Assistant Engineering.
- Administrative duties, scheduling, calendar maintenance, excel spreadsheets.
- Enter recording studio session pertinent information into computer data base system to track session requirements in case of return dates for future sessions to complete congruent projects.

### MUSTACHE BASH — JUNIOR DESIGNER/PARTNERSHIP COORDINATOR

**MAY 2014 - DECEMBER 2017**

- Boutique Music Festival, Mustache Bash, hosts an annual concert featuring national touring acts.
- Strong teamwork skills working with Event Director and Producer as well as other design team members to create aesthetically pleasing and informative proposal decks in Photoshop and InDesign.
  - Meticulously edit and customize digital documents to cater to specific brands using clipping masks, layer masks, pen tool, photo editing and applying typography skills.
  - Custom tailoring of partnership package deck included stage banners and webpages designed in order to present the options of on-stage and online advertising to brands.
  - Sleek final product and efficient communication awarded our team partnership with such brands as Anheuser-Busch, Sector 9 Skateboards and Guayaki Brand Yerba Mate.